FTC, TRR

cc JFC 3d G.W PS RRM J Landy AH FS

DEC 23 1970

PHIL MOR NY

TOBACCO INSTPC
ATTN JIM BOWLING
FROM BILL KLOEPFER

PLEASE MAKE THE FOLLOWING INFORMATION AVAILABLE TO YOUR EXECUTIVES AND ASSOCIATES.

TEXT OF STATEMENT ISSUED THIS MORNING TO NEWS MEDIA BY THE FEDERAL TRADE COMMISSION:

"ON OCTOBER 23, 1970, EIGHT MAJOR MEMBERSOF THE TOBACCO INDUSTRY SUBMITTED TO THE COMMISSION A VOLUNTARY PLAN FOR THE DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING. THE COMMISSION ANNOUNCED ITS RECEIPT OF THE VOLUNTARY PLAN, PLACED IT ON THE PUBLIC RECORD, POSTPONED THE SCHEDULED PUBLIC HEARING ON A PROPOSED TRADE REGULATION RULE COVERING THE SAME SUBJECT AND PUBLISHED NOTICE OF THE FOREGOING IN THE FEDERAL REGISTER. 15 COMMENTS WERE RECEIVED FROM THE PUBLIC.

FOLLOWING DISCUSSIONS BETWEEN REPRESENTATIVES OF THE INDUSTRY AND THE COMMISSION'S GENERAL COUNSEL, THE VOLUNTARY PLAN WAS AMENDED BY THE INDUSTRY MEMBERS IN SEVERAL RESPECTS FAVORABLE TO THE PUBLIC INTEREST.

"AFTER CONSIDERING THE PUBLIC COMMENTS AND THE TOBACCO INDUSTRY'S AMENDED PLAN, THE COMMISSION HAS DETERMINED TO SUSPEND INDEFINITELY THE PROCEEDING FOR A TRADE REGULATION RULE COVERING DISCLOSURE OF TAR AND NICOTINE CONTENT IN CIGARETTE ADVERTISING. IT APPEARS TO BEIN THE PUBLIC INTEREST TO AFFORD THE TOBACCO INDUSTRY AN OPPORTUNITY TO IMPLEMENT THE LETTER AND THE SPIRIT OF THE AMENDED PLAN WHICH IT HAS PROPOSED. IN TAKING THIS ACTION THE COMMISSION IS RETAINING THE UNCONDITIONAL RIGHT TO RESCHEDULE THE TRADE REGULATION RULE PROCEEDINGS AND TO TAKE ANY OTHER ACTION RELATING TO THIS SUBJECT AT ANY TIME IT DEEMS SUCH ACTION TO BE NECESSARY OR DESIRABLE IN THE PUBLIC INTEREST.

1005045881

Source: https://www.industrydocuments.ucsf.edu/docs/mqlk0000

"THE COMMISSION BELIEVES THAT IF THE AMENDED PLAN OPERATES SATISFACTORILY, THE PUBLIC WILL, AT THE EARLIEST POSSIBLE TIME, BE INFORMED OF THE TAR AND NICOTINE CONTENT OF CIGARETTES. IN ADDITION, THE COMMISSION WILL BE ABLE TO EMPLOY SUBSTANTIAL MANPOWER AND FUNDS WHICH WOULD OTHERWISE HAVE BEEN DEVOTED TO HEARINGS AND COURT PROCEEDINGS TO DEALING WITH THE SERIOUS PROBLEMS RELATING TO CIGARETTE ADVERTISING."

END OF FTC RELEASE

TEXT OF STATEMENT ISSUED THIS MORNING TO NEWS MEDIA BY MR. KORNEGAY:

"WE ARE MOST GRATIFIED THAT THE FEDERAL TRADE COMMISSION HAS FOUND THE CIGARETTE INDUSTRY'S PLAN TO INCLUDE 'TAR' AND NICOTINE FIGURES IN ITS BRAND ADVERTISING TO BE IN THE PUBLIC INTEREST.

"THERE IS OF COURSE NO WAY TO KNOW THAT ANY GIVEN LEVELS ARE OF ANY RELEVANCE BEYOND SIMPLE MATTERS OF TASTE OF INDIVIDUAL SMOKERS. NEVERTHELESS, CERTAIN MEMBERS OF CONGRESS AND THE COMMISSION FEEL IT IS DESIRABLE TO PROVIDE THIS INFORMATION.

"IN ANY EVENT, WE BELIEVE WE HAVE AGAIN SHOWN THAT GOVERNMENT INDUSTRY COOPERATION CAN AND DOES ACHIEVE DESIRED RESULTS MUCH MORE EFFICIENTLY AND EXPEDITIOUSLY RATHER THAN THE EXTENDED PROCESSES OF LEGISLATION, REGULATION OR LITIGATION."

END OF TI RELEASE

ANY QUESTIONS PLEASE CALL

BILL KLOEPFER
X

1005045882

Source: https://www.industrydocuments.ucsf.edu/docs/mqlk0000